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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
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YOUR FAMILY'S FOOD

For the week of May 12, 1947.

(Topics of the Week:
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1 ANNOUNCER: ...YOUR FAMILY'S FOOD...a program designed to keep you informed on factors affecting your daily food supply, and brought to you by Station _____, in cooperation with the United States Department of Agriculture. Today we're going to hear from _____ _____ of the _____office of the Production and Marketing Administration. What's on the bill for today, _____?

2. PMA: Meat, for one thing.

3. ANNOUNCER: Say, that's one of my favorite food topics. What kind of meat do you have in mind?

4. PMA: All kinds --- beef, veal, pork, and lamb.

5. ANNOUNCER: You going to do a bit of crystal gazing today, or is this meat you're talking about already a fact?

6. PMA: The meat is on the hoof, so I won't be doing anything spectacular when I try to give you an idea of how much meat we'll be eating the rest of the year.

7. ANNOUNCER: Well, starting with the meat on the hoof, how do supplies shape up this year?

8. PMA: On April 1 there were about two hundred thousand more cattle in feed lots than a year before.

9. ANNOUNCER: That sounds like more steaks and hamburgers to me.

10. PMA: That two hundred thousand head of cattle represents about 13 percent more beef than was being fed in the Corn Belt last year --- so by all logical figuring, I guess that does mean more steaks and hamburgers.

11. ANNOUNCER: When we speak of cattle on feed, that refers to those cows and steers that are being fattened up for market, doesn't it?

12. PMA: Yes. As you know there are a number of ways to prepare cattle for market. Some go directly from the range, where they've been fattened on pasture. The peak of the marketing season for grass-fed cattle is usually in early fall.

13. ANNOUNCER: They're not the critters we get our prime roasts from, then?

14. PMA: No. They're usually the long-fed fellers. The better quality beef is usually fed with corn and grain. Cattle destined to be prime, choice, and good grades at market are usually rounded up, and brought into feedyards. They're kept comparatively inactive, and are fattened up on corn and other grain feeds.

15. ANNOUNCER: Ah. I can see visions of a beautiful, juicy, prime roast of beef.

16. PMA: I doubt if you see it decorating your own dining room table. You know the prime cuts usually go to restaurants and hotels. The homemaker generally chooses her best cuts from the "choice" and "good" grades.

17. ANNOUNCER: Will she be able to get her share of these cuts this year?

18. PMA: Let me answer your question this way. We expect more of the "choice" and "good" grades this year, for more cattle is being held in feed lots. On the other hand, the demand for meat is the greatest it's been.

19. ANNOUNCER: Even at high prices?

20. PMA: That's right. From last October through March, prices for livestock and meat were the highest ever recorded. But do you know that for the first three months of 1947---that's January through March---folks ate more meat per person -than they've done in at least 35 years.

21. ANNOUNCER: I take it then that at that rate you assume folks won't get all the meat they want this year.

22. PMA: That's about it. Their platters will be better filled during the rest of the year than they were in 1946, but they won't have as much meat as they'd like to have.

23. PMA: Now, let's see, so far we've taken a look at cattle supplies --- that takes in beef and veal. Now what about lamb?

24. PMA: Lamb is in sharp contrast to the cattle picture.

25. ANNOUNCER: You mean there are fewer little lambs gamboling in the meadows these days?

26. PMA: The 1947 lamb crop will probably be the smallest in over 20 years. We expect that lamb slaughter will be much lower than it's been during the past six years. In the first three months of this year lambs slaughtered under Federal inspection were running less than three-quarters of the corresponding period last year.

27. ANNOUNCER: How would you account for this reduction?

28.PMA: In early 1946, lambs were rushed to market before subsidies ended on June 30. Moreover, this year the development of early spring lambs has been slower than last because spring pastures are in poorer condition. There were also fewer Texas yearlings on hand at the first of the year than in '46. These lambs are usually marketed in volume in June and July.

29.ANNOUNCER: That sounds like a cue for us to whet our chops for something other than lamb.

30.PMA: Was that a pun, sir?

31.ANNOUNCER: Well --- I tried hard, anyway. But getting back to meat, how about the ham and pork chops situation this year?

32.PMA: About all of last year's spring pig crop has been marketed. The heavy run of 1946 fall pigs won't be reached until late this month or early June.

33.ANNOUNCER: Will that mean an increase in pork supplies?

34.PMA: Yes but don't look for heavy supplies then. There won't be much of an increase until November, when the spring crop from this year is started to market.

35. ANNOUNCER: Isn't it generally the case that hog prices increase a bit during the summer?

36. PMA: Usually there is a moderate increase from July through September as slaughter falls off. This year there's a question as to whether or not that will happen --- especially if the demand for meat weakens.

37. ANNOUNCER: Would you say that would be true for cattle, also?

38. PMA: Cattle prices may decline during the summer as more goes to market. And they're likely to go down further by early fall when marketings of grass-fed cattle reach a seasonal peak. Department of Agriculture economists say there may be more cattle slaughtered in 1947 than in any previous year.

39. ANNOUNCER: That's very interesting. I suppose, though, that since lambs are going to be less plentiful, lamb prices will probably hold up.

40. PMA: That's right. Smaller marketings will tend to keep lamb prices high this year. Lamb price prospects for next fall --- as far as the producer is concerned --- will probably be better than for cattle or hogs.

41. ANNOUNCER: Well, getting back to total supplies for a minute --- you said we'll probably have more meat on our platters this year than last. Just about how much meat do you think each one of us will consume in 1947?

42. PMA: With the increase of beef I spoke of earlier --- there'll be about one-third more meat offered this year than in pre-war years. That should mean a per capita share between 150 and 155 pounds.

43. ANNOUNCER: Well, that sounds all right. To make a broad jump from meat to fruit, I understand this is National Raisin Week.

44. PMA: That's right. According to reports from the dried fruit industry, May 11 to 17 has been set aside as a salute to raisins.

45. ANNOUNCER: I take it if the industry is featu ring raisins there must be a good supply on the market.

46. PMA: Marketing specialists of the Department of Agriculture say there are more raisins on hand this spring than for the past few years. Supplies are far bigger than at this time in any year since the war started.

47. ANNOUNCER: And now that there are more raisins, how's the price?

48. PMA: Wholesale prices are reported to be down 25 to 30 per cent from the beginning of the season back in October of '46.

49. ANNOUNCER: Good.

50. PMA: Incidentally, most of the raisins being offered are good quality Thompson Seedless.

51. ANNOUNCER: They're those dark, sun-dried ones, aren't they?

52. PMA: Right. And, as you no doubt know, they are very good to eat.

53. ANNOUNCER: Speaking of their flavorful qualities, brings to mind the nutritional aspect. What do they do for us?

54. PMA: Raisins --- according to nutritionists --- are a good source of iron. They supply some other minerals, too. And they are a fair source of the B vitamins. Food specialists say that raisins are a good source of natural fruit sugars, as well.

55. ANNOUNCER: That should be a good point to keep in mind these days when we're still going easy with our sugar.

56.PMA: Yes. They can add a bit of sweetness either to the meat course, or to breads, cakes, and cereals.

57.ANNOUNCER: There's something that's always struck me as being rather wasteful about raisins.

58.PMA: What's that?

59.ANNOUNCER: After you've opened the package...the raisins tend to get hard and dried out before your're ready to use them again. I suppose the food values and the flavor are still there, but they don't make as good eating.

60.PMA: Maybe not. But the food specialists of the Department of Agriculture have a solution for that problem.

61.ANNOUNCER: What do they recommend?

62.PMA: Well, to "plump" raisins, as they call it, they say the hard, dried out fruit should be rinsed in boiling water, drained, and spread in a shallow pan. The pan should then be put into a moderately hot oven until the raisins are puffed up.

63.ANNOUNCER: About how long does it take raisins to regain their puffiness?

64.PMA: The nutritionists say about ten to fifteen minutes is enough.

65. ANNOUNCER: That seems simple.

66. PMA: There is also another way to plump raisins. They can be steamed in a colander or strainer in a covered saucepan.

67. ANNOUNCER: I guess that brings back the moisture they've lost in drying out.

68. PMA: That's the idea. Incidentally, the food ladies warn against keeping them too long after they've been plumped. The added moisture cuts down their keeping quality.

69. ANNOUNCER: Then I suppose it's a good idea to use 'em up right away.

70. PMA: The very thing the home economists recommend.

71. ANNOUNCER: Why, with my intuitive qualities, I'll make a chef yet.

72. PMA: Well, no matter how good your cooking instinct may be, you still must have quality to produce something worthwhile.

73. ANNOUNCER: That goes without saying. But wait a minute, I have an idea you're leading up to something more important than my abilities as a chef.

74. PMA: You're absolutely right. Anyone who shops for fresh fruits and vegetables knows that in many cases, the early bird usually gets the best quality, and freshest produce.

75. ANNOUNCER: That's only natural. After some folks have handled the fruits and vegetables as displayed by most grocers, how could you expect the late comer to get anything but the picked-over leavings.

76. PMA I must say you don't make shopping late sound very savory. However, you're right. People often pinch, twist or bend produce that's displayed on benches. Naturally this bruising causes much injury to the produce, and finally results in waste through spoilage.

77. ANNOUNCER: That's not the case at all grocery stores or supermarkets, though. I understand that some producers are sending their stuff to market already packaged.

78. PMA: Say, you've not been running ahead in the script, have you? That's what I had in mind when I brought up this subject. Some men who grow and handle vegetables and fruits have been wrapping their fruits and vegetables in transparent containers, weighing about one pound.

79. ANNOUNCER: I should think that such packages would pay off in several ways.

80. PMA: They do. Shipping bulk and weight is cut down for one thing. For example, 12 ounces of cleaned curds or flowers of cauliflower are equal to a head of cauliflower weighing nearly two and a half pounds.

81. ANN: These packaged fruits and vegetables are shipped under refrigeration,, aren't they?

82. PMA: Oh, yes -- just like all perishables. When they arrive at the retail store they're kept under refrigeration, usually in open-top display cases so that prospective customers may look at them without handling them.

83. ANN: That sounds like a boon to late afternoon shoppers. No more pawed-over fruits and vegetables for her.

84. PMA: That's right. Another good point in their favor is that they're practically ready to cook.

85. ANN: Well, I should think that pre-packaged produce is just what the public wants.

86. PMA: As near as can be judged now, the public does like this new method. In several places where it is being tried out. homemakers have doubled their purchases of packaged vegetables.

87. ANN: While we're on the subject of vegetables, this might be a good place to slip in a word or two about the kinds that are plentiful on northeastern markets this week.

88. PMA: Spring is really here, according to market reporters. They say there're lots of radishes, scallions and rhubarb around.

89. ANN: Ah, rhubarb -- remember when that used to be a spring tonic.

90. PMA: Why, it still is. But whether or not you go in for tonics in the spring, you don't want to miss your share of this luscious vegetable -- especially now there's a bit more sugar around.

91. ANN: It seems strange to have rhubarb pie for dessert --when it's a vegetable.

92. PMA: Not at all. After all, it's flavor that counts. And speaking of flavor, if you're looking for a combination of color and savor, those other two harbingers of spring -- radishes and scallions -- are just the thing to add a dash to almost any meal.

93. ANN: Both radishes and scallions are definitely tops for taste appeal. What else do you have on the list today?

94. PMA: New onions are coming up from Texas. Their price is generally reasonable, too. Then there're still the salad greens, sweetpotatoes, and lots of spinach.

95. ANN: How about the fruits?

96. PMA: The citrus pair continues to abound. Of the two, grapefruit is most plentiful. Incidentally, most of this grapefruit is coming from the Indian River section down in Florida.

97. ANN: That's where we get some pretty high quality fruit from, isn't it?

98. PMA: That's right. The season won't last much longer, though, so homemakers should take good advantage of this delicious fruit while they can.

99. ANN: I don't see how anyone can pass up grapefruit, especially when there's plenty to be had.

100. PMA: I'd say the same of ducks.

101. ANN: Ducks? How did they get into this act?

102. PMA: The wholesale price of ducks has taken a drop this past week. That's the homemaker's cue not to pass them up, either.

103. ANN: I should say it is. With duck prices taking a dip these days, how could any one overlook such good eating. I'm afriad that's all we'll have time for today. Thanks, _____, for being with us. Listen in again _____ for another edition of
(day)

YOUR FAMILY'S FOOD.

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